



BEARFACTS 1994 – 2004

Santa Barbara , California [06083]

Santa Barbara is one of 58 counties in California. It is part of the [Santa Barbara-Santa Maria-Goleta, CA \(MSA\)](#). Its 2004 population of 403,320 ranked 20th in the state.

PER CAPITA PERSONAL INCOME

In 2004 Santa Barbara had a per capita personal income (PCPI) of \$38,138. This PCPI ranked 15th in the state and was 108 percent of the state average, \$35,440, and 115 percent of the national average, \$33,123. The 2004 PCPI reflected an increase of 12.6 percent from 2003. The 2003-2004 state change was 5.6 percent and the national change was 5.1 percent. In 1994 the PCPI of Santa Barbara was \$24,693 and ranked 13th in the state. The 1994-2004 average annual growth rate of PCPI was 4.4 percent. The average annual growth rate for the state was 4.3 percent and for the nation was 4.1 percent.

TOTAL PERSONAL INCOME

In 2004 Santa Barbara had a total personal income (TPI) of \$15,381,824*. This TPI ranked 18th in the state and accounted for 1.2 percent of the state total. In 1994 the TPI of Santa Barbara was \$9,487,842* and ranked 18th in the state. The 2004 TPI reflected an increase of 12.5 percent from 2003. The 2003-2004 state change was 6.6 percent and the national change was 6.1 percent. The 1994-2004 average annual growth rate of TPI was 5.0 percent. The average annual growth rate for the state was 5.7 percent and for the nation was 5.2 percent.

COMPONENTS OF TOTAL PERSONAL INCOME

Total personal income includes net earnings by place of residence; dividends, interest, and rent; and personal current transfer receipts received by the residents of Santa Barbara. In 2004 net earnings accounted for 60.2 percent of TPI (compared with 58.4 in 1994); dividends, interest, and rent were 28.9 percent (compared with 30.6 in 1994); and personal current transfer receipts were 10.9 percent (compared with 11.0 in 1994). From 2003 to 2004 net earnings increased 6.9 percent; dividends, interest, and rent increased 30.6 percent; and personal current transfer receipts increased 4.3 percent. From 1994 to 2004 net earnings increased on average 5.3 percent each year; dividends, interest, and rent increased on average 4.4 percent; and personal current transfer receipts increased on average 4.8 percent.

EARNINGS BY PLACE OF WORK

Earnings of persons employed in Santa Barbara increased from \$10,133,522* in 2003 to \$10,861,464* in 2004, an increase of 7.2 percent. The 2003-2004 state change was 7.0 percent and the national change was 6.5 percent. The average annual growth rate from the 1994 estimate of \$6,402,276* to the 2004 estimate was 5.4 percent. The average annual growth rate for the state was 6.0 percent and for the nation was 5.5 percent.

**Note: All income estimates with the exception of PCPI are in thousands of dollars, not adjusted for inflation.*

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